Use of available spectrum in rurals areas is a great idea! Care should be taken to ensure that the 'new' spectrum does not simply end up under control of huge companies (wireless, broadcasters, telephone companies) who will use it simply to prevent the public from having an 'alternative'. Licenses should be given to true local entities, and 802.11 type usage should be given it's own spectrum as well (not competing or interfering with licensed services). I think that you'll see a lot of inventive uses and true public benefit if these ideas are followed. I have great hope for this initiative!